

B.B.A. SEM – V (2015 CBCS COURSE) : SUMMER - 2018

SUBJECT: SERVICES MANAGEMENT

Day : **Tuesday**
Date : **24/04/2018**

S-2018-1610

Time: **02.00 PM TO 05.00 PM**
Max. Marks: 100

N.B.:

- 1) Attempt any **FOUR** questions from **Section-I**. Each question carries **15 Marks**
 - 2) Attempt any **TWO** questions from **Section-II**. Each question carries **20 Marks**
 - 3) Both the sections should be written in **SEPARATE** answer book
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SECTION-I

- Q.1** Define Service. Distinguish between goods and services. Explain in detail, classification of services.
- Q.2** What do you mean by service quality? Explain in detail, its determinants.
- Q.3** What do you mean by Capacity Planning? Discuss the strategy for managing capacity to match demand.
- Q.4** Explain the different components of Promotion mix.
- Q.5** Write short notes on: (Any **THREE**)
- a) Distribution of services
 - b) Methods of Pricing in services
 - c) Blue print of service
 - d) Patterns of demand.

SECTION-II

- Q.6** What do you mean by Product Portfolio? Explain its significance in the context of Banking services.
- Q.7** You wish to start a Cafe Shoppee in a semi-urban city. How will you proceed? Give your marketing plan with suitable assumptions.
- Q.8** 'Incredible India' - a slogan to motivate tourists has been found effective. Do you agree with this view? Defend your arguments.

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Day : **Saturday**
 Date : **28/04/2018**

S-2018-1611

Time : **02.00 PM TO 05.00 PM**
 Max. Marks: 100

N.B.

- 1) Attempt any **FOUR** Questions from Section - I and any **TWO** Questions from Section- II
- 2) Use of Non programmable Calculator is **ALLOWED**.
- 3) Graph papers can be made available, if necessary
- 4) Answers to both the Sections should be written in the **SEPERATE** answer books.

SECTION – I

Q.1 A manufacturer produces electrical hand saws and electrical drills, for which the demand exceeds its capacity. The production cost of a saw is Rs. 6 and the production cost of a drill is Rs. 4. The shipping cost is 20 paise for a saw and 30 paise for a drill. A sales for Rs. 9 and drill sales for Rs. 5.50. The budget allows a maximum of Rs. 2,400 for production cost and Rs. 120 for shipping cost. Formulate this problem as an LP model and solve it to determine the number of saws and drills that should be produced in order to maximize the sales. **(15)**

Q.2 A firm manufacturing a single product has three plants, I, II and III. They have produced 60, 35 and 40 units, respectively during this month. The firm had made a commitment to sale 22 units to customer A, 45 units to customer B, 20 units to customer C, 18 units to customer D and 30 units to customer E. Find the minimum possible transportation cost of shifting the manufactured product to the five customers. The net unit cost of transporting from the three plants to the five customers is given below: **(15)**

		Customers				
		A	B	C	D	E
Plants	I	4	1	3	4	4
	II	2	3	2	2	3
	III	3	5	2	4	4

Q.3 An automobile dealer wishes to put four repairmen to four different jobs. The repairmen have somewhat different types of skills and they exhibit different levels of efficiency from one job to another. The dealer has estimated the number of man-hours that would be required for each job – man combination. This is given in the matrix form in a following table: **(15)**

		Jobs			
		A	B	C	D
Men	1	5	3	2	8
	2	7	9	2	6
	3	6	4	5	7
	4	5	7	7	8

Find the optimal assignment that will result in minimum man-hours needed.

- Q. 4 a)** Determine an initial basic feasible solution to the following transportation problem by using Vogel's Approximation Method. (08)

	Destination				
	D1	D2	D3	D4	Supply
S1	21	16	15	3	11
S2	17	18	14	23	13
S3	32	27	18	41	19
Demand	6	6	8	23	

- b)** Explain Hungarian Method in Assignment Problems. (07)

- Q. 5** Write short notes on any **three** of the following: (15)

- Applications of Operations Research
- Floats in network analysis
- History of Operations Research
- Monte Carlo Simulation

SECTION - II

- Q.6** A project has the following activities and other characteristics (20)

Activity	Preceding Activity	Time Estimates (Weeks)		
		Optimistic	Most Likely	Pessimistic
A	-	4	7	16
B	-	1	5	15
C	A	6	12	30
D	A	2	5	8
E	C	5	11	17
F	D	3	6	15
G	B	3	9	27
H	E,F	1	4	7
I	G	4	19	28

- Draw the network diagram for the project
- Identify the critical path giving minimum project completion time

- Q.7** The automobile company manufactures around 150 scooters. The daily production varies from 146 to 154 depending upon the availability of raw materials and other working conditions: (20)

Production (per day)	146	147	148	149	150	151	152	153	154
Probability	0.04	0.09	0.12	0.14	0.11	0.10	0.20	0.12	0.08

The finished scooters are transported in a specially arranged lorry accommodating 150 scooters. Using the following random number:

80,81,76,75,64,43,18,26,10,12,65,68,69,61,57.

Simulate the process to find out the average number of the scooters waiting in the factory.

Q.8 a) Solve the following LPP graphically and state what your solution indicates. **(10)**

$$\text{Max } Z = 1.75X_1 + 1.5X_2$$

Subject to

$$8X_1 + 5X_2 \leq 320$$

$$4X_1 + 5X_2 \leq 20$$

$$X_1 \geq 15$$

$$X_2 \geq 10$$

and $X_1, X_2 \geq 0$

b) Explain the multiple solutions in transportation problems **(10)**

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B.B.A. SEM – V (2015 CBCS COURSE) : SUMMER - 2018
SUBJECT : ELECTIVE – I 1) CUSTOMER RELATIONSHIP MANAGEMENT
(Marketing Management)

Day : **Wednesday**
Date : **02/05/2018**

S-2018-1612

Time : **02.00 PM TO 05.00 PM**
Max. Marks : 100

N.B.

- 1) Attempt any **FOUR** questions from Section – **I** and any **TWO** questions from Section – **II**.
 - 2) Answers to both the sections should be written in **SEPARATE** answer books.
 - 3) Figures to the right indicate **FULL** marks.
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SECTION - I

- Q.1** Define CRM. State its significance of CRM of an organization. **(15)**
- Q.2** State and explain differences and benefits of analytical and operational CRM. **(15)**
- Q.3** Briefly explain the recent trends in e- CRM. **(15)**
- Q.4** What CRM strategies are suitable to create value to customers? **(15)**
- Q.5** List out the challenges of CRM and suggest steps to overcome them. **(15)**
- Q.6** Write short notes on (**ANY TWO**) **(15)**
- a) CRM's '6' market models
 - b) Collaborative CRM
 - c) Customization

SECTION - II

- Q.7** Prepare a detailed project on CRM implementation in an organization of telecom sector. **(20)**
- Q.8** Consider you are the project –in-charge for CRM implementation in a large organization with country wide presence. Work out the plan for creating awareness about the project . **(20)**
- Q.9** 'Superior customer service would be the only differentiator in the coming days's. Comment. **(20)**

B.B.A. SEM – V (2015 CBCS COURSE) : SUMMER - 2018
SUBJECT : ELECTIVE – I 2) ELEMENTS OF FINANCIAL SERVICES
(Financial Management)

Day : **Wednesday**
Date : **02/05/2018**

S-2018-1613

Time : **02.00 PM TO 05.00 PM**
Max. Marks : 100

N.B.

- 1) Attempt **ANY FOUR** questions from **SECTION –I** and **ANY TWO** questions from **SECTION – II**.
 - 2) Figures to the right indicates **FULL** mark.
 - 3) Answers for both the sections to be written on **SEPARATE** answer books.
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SECTION - I

- Q1** “Effective financial system in the country boosts the economic development in the country” – Justify **(15)**
- Q2** Explain the advantages and limitations of Bills Discounting in detail **(15)**
- Q3** Write a detailed note on “Types of Insurance” **(15)**
- Q4** Elaborate the various types of mutual funds in detail. **(15)**
- Q5** Write a short note on **(ANY TWO)** **(15)**
- i) CARE
 - ii) Role of IRDA
 - iii) Hire Purchase

SECTION - II

- Q6** “Performance of capital markets affect the performance of mutual funds also” – Justify. **(20)**
- Q7** Explain the stages of venture financing factors affecting investment decision in detail. **(20)**
- Q8** Elaborate in detail the current trends in Insurance sector in India **(20)**

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B.B.A. SEM – V (2015 CBCS COURSE) : SUMMER - 2018
SUBJECT :ELECTIVE – I 3) EMPLOYEE RELATIONSHIP MANAGEMENT
(Human Resource Management)

Day : **Wednesday**
Date : **02/05/2018**

S-2018-1614

Time : **02.00 PM TO 05.00 PM**
Max. Marks : 100

N.B.

- 1) Attempt any **FOUR** questions from Section-I, each question carries **15** Marks.
 - 2) Attempt any **TWO** questions from Section– II, each question carries **20** Marks.
 - 3) Answers to both the sections should be written in **SEPARATE** answer book.
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SECTION - I

- Q.1** What is a Trade Union? Comment on its success or otherwise as at present in India? **(15)**
- Q.2** State the statutory provisions on Safety Management in India. What changes would you recommend to ensure accident free working in Industrial Units? **(15)**
- Q.3** For shaping healthy Industrial Relations in a unit, state statutory provisions of different laws in India as at present and comment on its effectiveness. **(15)**
- Q.4** Both the Management and Employees want to have a peaceful working in an unit, highlight the philosophy in Indian Context for ensuring industrial peaceful relations **(15)**
- Q.5** Write short notes on **ANY THREE:** **(15)**
- a) Workers participation in Management.
 - b) Accident investigation
 - c) Labour Relations Board
 - d) Occupational Health

SECTION - II

- Q.6** Highlight the present status of Judiciary in shaping industrial relations in India? What are your suggestions for improving the role of Judiciary in India? **(20)**
- Q.7** State the advantages as well as disadvantages for the third party resolution clause in settlement between Management and employees. **(20)**
- Q.8** State with examples the precautions to be taken by the Management as well as union/ employees to have successful Collective Bargaining in a unit in India. **(20)**

B.B.A. SEM – V (2015 CBCS COURSE) : SUMMER - 2018
SUBJECT : Elective-II 1) SALES & DISTRIBUTION MANAGEMENT
(MARKETING MANAGEMENT)

Day : **Friday**
Date : **04/05/2018**

S-2018-1619

Time : **02.00 PM TO 05.00 P.**
Max. Marks : 100

N.B.:

- 1) Attempt Any **FOUR** questions from **Section-I**. Each question carries **15** marks.
 - 2) Attempt Any **TWO** questions from **Section-II**. Each question carries **20** marks.
 - 3) Answer to both the sections should be written in **SEPARATE** answer book.
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SECTION-I

- Q.1** Discuss in detail the different steps involved in sales planning process.
Prepare a perfect sales plan for woollen clothes manufacturing company.
- Q.2** 'Recruitment, selection and training' play a vital role in sales force management.' Elaborate.
- Q.3** 'Personal selling is an effective tool to handle customer objections'. Justify with suitable examples.
- Q.4** Discuss the changing role of wholesalers and retailers in today's market. Give suitable examples.
- Q.5** Write a note on each of the following:
- a) Channel conflict
 - b) Sales Analysis and Audit
 - c) Distribution Mix

SECTION-II

- Q.6** Design and explain your scheme for monitoring the performance of the on-field representatives of a fertilizer company, each working in a widespread territory. Each territory includes 2 cities, 10 towns & 100 villages and at least one off-road location. Movement and communication may be problematic.
- Q.7** A sales manager, explaining a cheerful acceptance of the annual performance appraisals by his sales force said; "We do nothing much differently. Only thing that we do differently is to add some subjective parameters to the appraisal scheme e.g. Potential to Perform, Commitment to Task, Willingness to Lead a team. With such additions, our appraisals bring more harmony than bitterness between the appraisers and those whose performance is evaluated." Comment.
- Q.8** Create a job profile and a corresponding person profile for the sales executives that will be recruited by a company to sell its wide range of sports goods.

B.B.A. SEM – V (2015 CBCS COURSE) : SUMMER - 2018

SUBJECT: ELECTIVE – II: 3) LABOUR LEGISLATION

(Human Resource Management)

Day : **Friday**
Date : **04/05/2018**

S-2018-1621

Time : **02.00 PM TO 05.00 PM**
Max. Marks: 100

N.B.

- 1) Attempt any **FOUR** questions from Section-I. Each question carries 15 marks.
- 2) Attempt any **TWO** questions from Section-II. Each question carries 20 marks.
- 3) Answers to both the sections should be written on **SEPARATE** answer book.

SECTION - I

- Q1.** Define the term 'Manufacturing Process' under the Factories Act, 1948 and state the duties of a certifying surgeon under the Act. **(15)**
- Q2.** Give an overview of Industrial Jurisprudence and unique characteristics of Indian Trade Unions. **(15)**
- Q3.** "The Payment of Wages Act, 1936 provides that the wages are to be paid in a particular form at regular intervals and without unauthorized deductions". Explain. **(15)**
- Q4.** Define the following terms under the Industrial Disputes Act, 1947 **(15)**
a) Industry with relevant case laws
b) Industrial Dispute
c) Award
- Q5.** Write short notes on **ANY THREE** of the following: **(15)**
a) Principles of Natural Justice
b) Certifying Officer
c) Retrenchment
d) Commercial establishment

SECTION- II

- Q6.** "The Factories Act, 1948 looks into 'Health and Welfare' of the workman working in the factory. Discuss the various provisions. **(20)**
- Q7.** "There are various authorities created under the Industrial Disputes Act, 1947, which are bestowed with certain duties and powers". Enumerate. **(20)**
- Q8.** Explain the procedures for certification of Standing Orders under the Industrial Employment (Standing Orders) Act, 1946 **(20)**